



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

Contract # 339148

Schedule Dates 10/30/12-11/06/12
Advertiser Pol/R Casey/D/US Senate (16759)
Agency Shorr & Associates (2909)
Product Political - Federal Candidate (1067)
Brand POL/R CASEY/D/SEN/PA (134170)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name D'ETTORRE, MICHAEL
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments BOB CASEY :30 WK 10/30
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 10/29/12
Last Modified 10/31/12
Entered By Deb O'Keefe
CO-OP YES
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$12,360.00
Net Total \$70,040.00
Sales Tax

Pittsburgh (WPXI)		
By Broadcast Month	Spots	Rate
Nov. 2012	63	\$82,400.00
Grand Total:	63	\$82,400.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	7A- 8A (EST)		2	2	2	2				8	\$850.00	\$6,800.00	Pittsburgh (WPXI)	TODAY SHOW 7-8A/1	10/29/12
2.0	Normal Line / Spot	11/05/12-11/06/12	3	:30	7A- 8A (EST)		2	2						4	\$850.00	\$3,400.00	Pittsburgh (WPXI)	TODAY SHOW 7-8A/1	10/29/12
3.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	8A- 9A (EST)		2	2	2	2				8	\$800.00	\$6,400.00	Pittsburgh (WPXI)	TODAY SHOW 8A-9A/1	10/29/12
4.0	Normal Line / Spot	11/05/12-11/06/12	3	:30	8A- 9A (EST)		2	2						4	\$800.00	\$3,200.00	Pittsburgh (WPXI)	TODAY SHOW 8A-9A/1	10/29/12
5.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	5:59A- Channel 11 News 6am		1	1	1	1				4	\$1,100.00	\$4,400.00	Pittsburgh (WPXI)	6AM NEWS	10/29/12
6.0	Normal Line / Spot	11/05/12-11/06/12	3	:30	5:59A- Channel 11 News 6am		1	1						2	\$1,100.00	\$2,200.00	Pittsburgh (WPXI)	6AM NEWS	10/29/12
7.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	4P- Judge Judy 4p		1	1	1	1				2	\$550.00	\$1,100.00	Pittsburgh (WPXI)	4P JUDGE JUDY	10/29/12
7.0.1	Closed Preempt	10/30/12															Pittsburgh (WPXI)	Program Change/Exception	
7.0.2	Closed Preempt	11/01/12															Pittsburgh (WPXI)	Political/Exception -	
8.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	4P- Judge Judy 4p		1							1	\$550.00	\$550.00	Pittsburgh (WPXI)	4P JUDGE JUDY	10/29/12
9.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	5P- 5:30P (EST)		1	1	1	1				4	\$1,100.00	\$4,400.00	Pittsburgh (WPXI)	5-530P NEWS	10/29/12
10.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	5:58P- Channel 11 News At 6pm M-F		1	1	1	1				4	\$1,300.00	\$5,200.00	Pittsburgh (WPXI)	6PM NEWS	10/29/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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Pittsburgh (WPXI)
By Broadcast Month
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Grand Total: 63 \$82,400.00

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11.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	5:58P- Channel 11 News At 6:00 M-F	1								1	\$1,300.00	\$1,300.00	Pittsburgh (WPXI)	6PM NEWS	10/29/12
12.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	6:59P- Jeopardy	1		1	1	1	1			2	\$2,200.00	\$4,400.00	Pittsburgh (WPXI)	JEOPARDY	10/29/12
12.0.1	Closed Preempt	11/01/12															Pittsburgh (WPXI)	Political/Exception -	
12.0.2	Closed Preempt	11/02/12															Pittsburgh (WPXI)	Political/Exception	
13.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	6:59P- Jeopardy	1								1	\$2,200.00	\$2,200.00	Pittsburgh (WPXI)	JEOPARDY	10/29/12
14.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	7:30P- WHEEL OF FORTUNE	1		1	1	1	1			4	\$2,200.00	\$8,800.00	Pittsburgh (WPXI)	WHEEL	10/29/12
15.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	7:30P- WHEEL OF FORTUNE	1								1	\$2,200.00	\$2,200.00	Pittsburgh (WPXI)	WHEEL	10/29/12
16.1	Normal Line / Prime	11/05/12-11/05/12	4	:30	7:57P- The Voice 8-10P	1								1	\$5,250.00	\$5,250.00	Pittsburgh (WPXI)	THE VOICE	10/30/12
17.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	10:59P- CHANNEL 11 NEWS AT 11P	1		1	1	1	1			4	\$2,700.00	\$10,800.00	Pittsburgh (WPXI)	11PM NEWS	10/29/12
18.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	10:59P- CHANNEL 11 NEWS AT 11P	1								1	\$2,700.00	\$2,700.00	Pittsburgh (WPXI)	11PM NEWS	10/29/12
19.0	Normal Line / Spot	11/04/12-11/04/12	3	:30	8A- 10A (EST)	1							1	1	\$500.00	\$500.00	Pittsburgh (WPXI)	SUN AM NEWS 8A-10A	10/29/12

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20.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	5P- 5:30P (EST)	1								1	\$1,100.00	\$1,100.00	Pittsburgh (WPXI)	5-530P NEWS	10/29/12
21.0	M/G For 7.0.1 / Spot	10/30/12-10/30/12	3	:30	4P- Channel 11 News 4-5P			1						1	\$550.00	\$550.00	Pittsburgh (WPXI)	NEWS 4-5P/MKGD	10/29/12
22.0	M/G For 12.0.1,12.0.2 / Spot	11/02/12-11/02/12	2	:30	6:59P- Jeopardy					1				1	\$3,350.00	\$3,350.00	Pittsburgh (WPXI)	JEOPARDY	10/31/12
23.0	M/G For 7.0.2 / Spot	11/02/12-11/02/12	2	:30	4P- Judge Judy 4p					1				1	\$825.00	\$825.00	Pittsburgh (WPXI)	4P JUDGE JUDY	10/31/12
24.0	Normal Line / Spot	11/02/12-11/02/12	2	:30	11:59A- Channel 11 News At Noon						1			1	\$750.00	\$750.00	Pittsburgh (WPXI)	Noon News	10/31/12
25.0	Normal Line / Spot	11/02/12-11/02/12	5	:30	4A- Early Today						1			1	\$25.00	\$25.00	Pittsburgh (WPXI)	Early Today	10/31/12